



Style Guide

# Logo & Color



Use P5 logo with ® mark after "Persona."  
Change ® to white if using on dark background so it can be seen.

## Include legal line:

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Red, black, white color scheme.  
Red is as specified to the right



**214 0 28** Pantone Coated 2035 C  
Click the labels to copy the value onto the clipboard Copied to clipboard!

RGB	214, 0, 28	CSS	rgb(214, 0, 28);
HSL	352, 100, 42	CSS	hsl(352, 100%, 42%);
HSB	352, 100, 84	Hex	#d6001c
CMYK	0, 97, 100, 3	Websafe	#cc0033

Save color values as JSON

# Text



Use a combination of orthodox fonts as if they were cut & pasted out of a newspaper.

1. Combine a few different fonts (mix serif + sans-serif)
2. Be playful with how each letter is shown
3. Add an angle to each letter

Can mix upper case and lower case.

Create a box around each letter individually.

Invert one or two letters per word. If necessary, add outline around entire word.

Skew the words/add perspective sometimes.

EXAMPLES:



Use sans-serif type for larger bodies of text, apply skew/angle.



**Approved release date bug:**

Preferred format if release date is needed

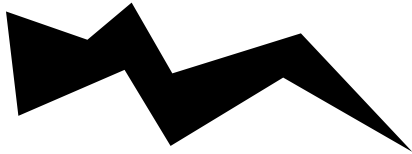
Red layer should be turned off if used on a red background

Can swap out "2.14" for release date appropriate for country. Please use a similar font for the date (only use one font for date).



# Art

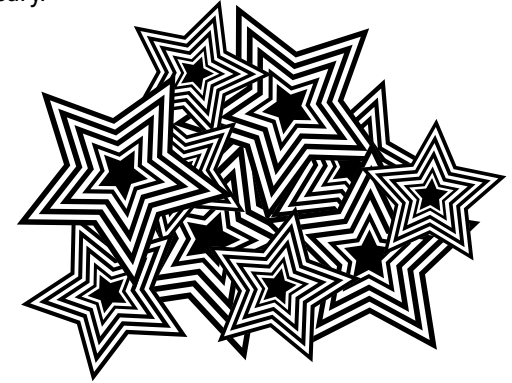
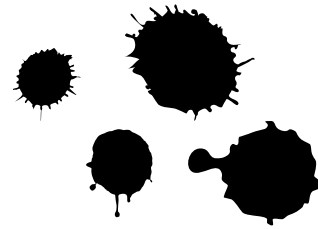
Use zigzags or rips. Zigzags are preferred.



or



Add splatters or stars as necessary.



On smaller/simpler compositions, use zigzag and small design elements sparingly on red background.

EXAMPLES:



online banners



glam shot

**cover art/character art**

stay within crop area

no image adjustments

▼ Use cover art whenever possible



DO NOT CUT OFF OR COVER  
CHARACTERS' FACES

▼ Use crouching Protagonist when cover art  
is not appropriate





Game Stop banner

\*Note: "Protagonist" is preferred to "Hero"

assets available upon request